



VILLAGE OF MARVIN

10004 New Town Road | Marvin, NC | 28173 | Tel: (704) 843-1680 | Fax: (704) 843-1660 | www.marvinnc.org

PLANNING BOARD MEETING MINUTES

February 18, 2020 – 6:30 p.m. – Village Hall

AGENDA ITEM

1. Call to Order

Chairman Jones called the meeting to order at 6:31 pm.

2. Determine Quorum

Chairman Jones verified a quorum was present.

Present: John Jones, Kelly Cates, Paul Cappiello, Christopher Smith, Mark Petersen, and Tom Traub

Michael Lavelle arrived at 6:45 pm

Absent: None

Council Liaison: Councilman Bob Marcolese

Staff Present: Rohit Ammanamanchi, Senior Planner/Zoning Administrator and Barbie Blackwell, Clerk

3. Adoption of the Agenda

MOTION: Mark Petersen made a motion to adopt the agenda as presented and seconded by Chris Smith.

VOTE: The motion passed unanimously.

4. Adoption of the Meeting Minutes for: 1/21/2020

MOTION: Chris Smith made a motion to adopt the meeting minutes for 1/21/20 as presented and seconded by Mark Petersen.

VOTE: The motion passed unanimously.

5. Public Comment Period

No public comments.

ITEMS OF DISCUSSION

1. Discussion of Land Use Plan

The Planning Board members agreed to continued their review of the Land Use Plan starting at Section D1.9 on page 31 until 8 pm. Their discussion focused on the definitions, goals, buffers and uses of land development.

Planning Board Members, by consensus, agreed to the following revisions:

- Rename Section D1.9 Parking
- Add a new Section D1.10 to be the same as Section E.6
- Add a Section D1.11 Public Involvement
- Section E would address commercial development outside the Village of Marvin
- Add a statement for Traffic Calming Strategies

The Planning Board stopped their discussion on page 38 at Section H.1 of the Land Use Plan.

2. Discussion of Village Center Property Owners Charette

Mr. Rohit Ammanamanchi presented his staff report for this item. *(See the attached Staff Report is hereby incorporated as reference into these minutes.)*

The Planning Board discussed this item in depth.

They directed Mr. Ammanamanchi to bring the foundation of the design standards to the next meeting. They also directed Mr. Ammanamanchi to schedule a meeting with the property owners to develop the standards for the Village Center District and include a concept plan in map and text form.

3. Discussion and Consideration of Sign Permit Application #20-12362 Incidental Directional Signage at Marvin Gardens

Mr. Rohit Ammanamanchi presented his staff report for this item. *(See the attached Staff Report is hereby incorporated as reference into these minutes.)*

The Planning Board discussed this item in depth.

MOTION: Mark Petersen made a motion to approve the Sign Permit Application #20-12362 as presented and seconded by Chris Smith.

VOTE: The motion passed unanimously.

4. Discussion of Proposed Extraterritorial Jurisdiction (ETJ)

Mr. Rohit Ammanamanchi presented his staff report for this item. *(See the attached Staff Report is hereby incorporated as reference into these minutes.)*

The Planning Board discussed this item in depth.

MOTION: Kelly Cates made a motion to recommended that Mr. Ammanamanchi address the proposed ETJ and additional Board member to Council and seconded by Paul Cappiello.

VOTE: The motion passed unanimously.

5. Discussion of Planning Board Priorities for FY 20-21

The Planning Board provided a list of topics they wanted to address at the Joint Meeting with Council.

- Greenway and connectivity
- Completing the Land Use Plan
- Discuss Traffic Calming and transportation plan
- Village Center District Design Document
- Request professional help with the design document
- Discuss a Master Plan
- Request Lights on Marvin Road
- Address flooding issues on state roads
- Address Branding

6. NC Main Street Conference on March 10-11, 2020 in New Bern, NC

Mr. Rohit Ammanamanchi, Chairman John Jones and Ms. Christina Amos will attend the conference. *(See the attached conference packet is hereby incorporated as reference into these minutes.)* They will give a brief report to Council on the sessions they attended.

7. Discussion of Planning Board Reappointments

Ms. Blackwell reported there were four Planning Board members with expiring terms, John Jones, Mark Petersen, Michael Lavelle and Tom Traub. She asked each member to let her know if they wanted to be reappointed by Council.

AGENDA ITEMS

1. Review of Action Items

- Mr. Ammanamanchi will send Section F back to PR&G for review.
- Mr. Ammanamanchi will research facilitators for the Charettes Meeting.

2. Board Member Comments

- Mark Petersen requested the Planning Board discuss the Concept Center Map.
- Kelly Cates requested more information on Comprehensive Plan.
- Tom Traub requested the steps for developing a Village Center Plan.

ADJOURNMENT

MOTION: Chairman Jones made a motion to adjourn the meeting at 9:34 pm and seconded by Michael Lavelle.

VOTE: The motion passed unanimously.

Adopted: _____

4/21/2020



John Jones, Chairman

Barbara R. Blackwell, NCCMC
Clerk, Village of Marvin



VILLAGE OF MARVIN

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TO: Planning Board

FROM: Rohit Ammanamanchi, Senior Planner/Zoning Administrator

SUBJECT: Discussion of Village Center Property Owners Charette

DATE: February 12, 2020

Background

With Village Center District design on the horizon, it is in the best interest to have a conversation with all the property owners affected to gather their input on what their vision is for the VCD and for their property. Staff proposes to host a Design Charette, which is an opportunity for the Planning Board to interact with the property owners and deliberate on several factors of the district. These factors include site layouts, density (of commercial and residential), architecture, branding, preservation, allowable uses, housing types, traffic mitigation, etc. The goal of this charette is to converge on what designs the property owners envision and what the Village envisions and incorporate those ideas into the upcoming Village Center Design Document and Zoning District.

Staff also proposes that a good day to host the Charette would be at the next regularly scheduled Planning Board Meeting on March 24, at Banks Fellowship Hall. Any other dates and times and places are open to consideration.

Current

Staff asks Planning Board to consider a date and location to host the Village Center Design Charette.



VILLAGE OF MARVIN

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TO: Planning Board

FROM: Rohit Ammanamanchi, Senior Planner/Zoning Administrator

SUBJECT: Discussion and Consideration of Marvin Gardens Sign Permit #20-12362 Incidental Directional Signage

DATE: February 12, 2020

Background

According to Marvin Gardens I-CD Development Standards Section 8.A.8, Incidental Directional Signs must be reviewed and approved by the Design Review Board. Publix has submitted a common site plan with a total of 9 permits, one of which was a permit for a set of Incidental Directional signage (Marvin allows several identical signs to be on the same sign permit.)

After Zoning Review, the sign permit is found to be compliant with all regulations in §151.149(C)(1) *Directional Signs*:

1. **Directional signs are only allowed in developments that contain at least ten acres.** Marvin Gardens Commercial is 23.23 acres.
2. **No sign permit shall be issued for a directional sign until a common signage plan has been approved.** Common Sign Plan is approved, See Marvin Gardens I-CD Section 8 and Permits #20-12354 through #20-12361
3. **All directional signs shall be under the maintenance responsibility of a single association or other legal entity.** Maintenance under Publix.
4. **If any common signage plan amendment is approved, all existing signs that do not comply with the new sign criteria shall be removed within 30 days of approval of the amendment.**
5. **There shall be no more than one directional sign for every 1,000 feet of frontage along any thoroughfare, commercial or collector street.** Signs are not on a street
6. **No directional sign shall exceed seven feet in height and 35 square feet of sign area.** Signs proposed are 1.5 feet in height and 3 feet in area.

7. **The sign shall include the name of the overall development, and the type of land use sub-areas that are identified in the approved conditional district site plan. However, no more than four sub-areas may be listed on a directional sign. Other signs contain the development name.**
8. **The sign may take the form of any sign permitted in the district, provided it complies with the applicable sign requirements. The location of these signs shall be specified on a site plan. Directional signs shall not be visible from any public right-of-way, and shall not contain any other message, announcement, decoration, logo or trademark. This sign is part of a larger sign plan, with all signs located on the site.**
9. **The sign shall also comply with any uniform color scheme and common sign plan adopted as part of the development. Color scheme is Publix Green and Vanilla**
10. **The sign shall consist of fixed professional nameplates. The maximum sign area shall not exceed three inches by 15 inches for each identified activity, business, firm or tenant on the site. Not applicable.**

Current

Staff asks Design Review Board to review and approve the Sign Permit #20-12362 Incidental Directional Signage for Marvin Gardens



VILLAGE OF MARVIN

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Directional signage for
Parking Lot.

see 12354 for
payment

SIGN PERMIT APPLICATION 20-12362

Applicant(s) Name: Casco Signs Inc Phone: 704-788-9055
Address of Applicant: 199 Wilshire Ave SW FAX: _____
Concord, NC Zip Code: 28026
Email: clench@cascosigns.com

Owner(s) Name: Publix North Carolina LP Phone: _____
Address of Owner: PO Box 32018 FAX: _____
Lakeland, FL Zip Code: 33802-2018
Email: _____

Sign Contractor Company: Casco Signs Inc Phone: _____
(if different from Applicant)
Contact Name: Caleb Tench Email: clench@cascosigns.com

SIGN INFORMATION:

Number of signs requested (must be identical to be included on the same permit: 4
Parcel No. 06-183011 Zoning: FCD
Address or Location of Proposed Sign: 1615 Providence Rd South
Business/Company/Subdivision Name: Marvin Gardens

The sign is:

- ☐ Alteration of Existing Sign ☒ New Installation ☐ Temporary

The sign type is a/an:

- ☐ Banner ☐ Wall ☐ Monument/Pylon
☐ Projecting/
Suspended ☐ Awning/Canopy ☐ Post & Arm
☐ Other: Directional/Incidental

The sign is for a/an:

- ☒ Building (stand alone) ☐ Development
☐ Home Occupation ☐ Tenant Space

The sign is:

- ☒ Freestanding ☐ Mounted

Type of Illumination:

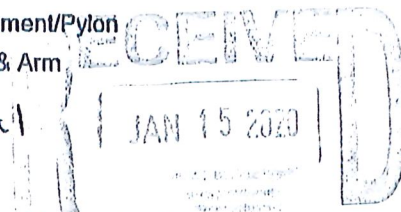
- ☐ Internal ☐ External ☒ None

Area of sign face 3 sq. ft. (sign height x sign width)

Sign height 1'-6" ft (sign height incl. base: 9'-6" ft.)

Sign width: 2' ft.

Continued



SIGN PERMIT APPLICATION – PAGE 2

Total Area permitted for Wall Signs: (Linear Ft of Tenant Space X 1 sq. ft): _____ sq. ft.

Attachments

In order to be considered complete, the following must accompany each application:

1. A rendering of the sign depicting the following information: dimensions, type of lettering, color(s) of the sign and lettering, and the location of the sign on the property or building. If this is a freestanding sign, you must attach a plot plan showing the location of the sign on the property.
2. Application fee paid in full must be received prior to the issuance of a sign permit (checks made payable to the Village of Marvin).

Note: Section 151.142 prohibits the location of any sign within the road right of way. If you are unsure of what the road right of way is adjacent to your site, please contact Village Staff.

Certifications

I hereby certify that the information provided herein, to the best of my knowledge is accurate and complete. Any violation of an approved permit may be grounds for its revocation.

Signature of Applicant: Caleb Tench Date: 11/26/19

Printed Name of Applicant: CALEB TENCH

FOR OFFICE USE ONLY

To the best of my knowledge, this application is complete. Based on the information provided, I hereby

_____ APPROVE _____ DISAPPROVE this permit application.

Comments/Conditions:

Zoning Administrator

Date

THIS PERMIT IS VALID FOR SIX (6) MONTHS FROM THE DATE OF ISSUE



Publix Food & Pharmacy.

VILLAGE OF MARVIN

10004 New Town Road | Marvin, NC | 28173 Tel: (704) 843-1600 Fax: (704) 843-1660 www.marvinnc.org

Paid CC 45000 # 20-12354

SIGN PERMIT APPLICATION

Applicant(s) Name: Casco Signs Inc Phone: 704-788-9055
Address of Applicant: 199 Wilshire Ave SW FAX: _____
Concord, NC Zip Code: 28026
Email: ctench@casco signs.com

Owner(s) Name: Publix North Carolina LP Phone: _____
Address of Owner: PO Box 32018 FAX: _____
Lakeland, FL Zip Code: 33802-2018
Email: _____

Sign Contractor Company: Casco Signs Inc Phone: _____
(If different from Applicant)
Contact Name: Caleb Tench Email: ctench@casco signs.com

SIGN INFORMATION:

Number of signs requested (must be identical to be included on the same permit: 1

Parcel No. 06-183001 Zoning: ICD

Address or Location of Proposed Sign: 1615 Providence Rd South

Business/Company/Subdivision Name: Marvin Gardens

The sign is:

☐ Alteration of Existing Sign ☐ New Installation

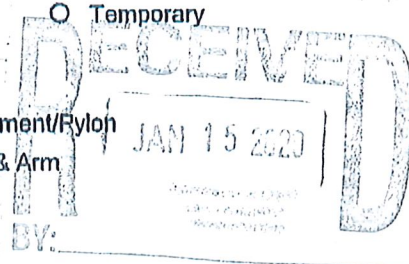
☐ Temporary

The sign type is a/an:

☐ Banner ☒ Wall
☐ Projecting/
Suspended ☐ Awning/Canopy

☐ Monument/Fylon
☐ Post & Arm

☐ Other: _____



The sign is for a/an:

☒ Building (stand alone) ☐ Development
☐ Home Occupation ☐ Tenant Space

☐ Event or Sale
☐ Other _____

The sign is:

☐ Freestanding ☒ Mounted

Type of Illumination:

☒ Internal ☐ External ☐ None

Area of sign face 119.04 sq. ft. (sign height x sign width)

Sign height 6'-5 1/8" ft (sign height incl. base: _____ ft.)

Sign width: 18'-6 1/4" ft.

Continued

SIGN PERMIT APPLICATION – PAGE 2

Total Area permitted for Wall Signs: (Linear Ft of Tenant Space X 1 sq. ft): 245 sq. ft.

Attachments

In order to be considered complete, the following must accompany each application:

1. A rendering of the sign depicting the following information: dimensions, type of lettering, color(s) of the sign and lettering, and the location of the sign on the property or building. If this is a freestanding sign, you must attach a plot plan showing the location of the sign on the property.
2. Application fee paid in full must be received prior to the issuance of a sign permit (checks made payable to the Village of Marvin).

Note: Section 151.142 prohibits the location of any sign within the road right of way. If you are unsure of what the road right of way is adjacent to your site, please contact Village Staff.

Certifications

I hereby certify that the information provided herein, to the best of my knowledge is accurate and complete. Any violation of an approved permit may be grounds for its revocation.

Signature of Applicant: Caleb Tench Date: 11/26/19

Printed Name of Applicant: CALEB TENCH

FOR OFFICE USE ONLY

To the best of my knowledge, this application is complete. Based on the information provided, I hereby

✓ APPROVE DISAPPROVE this permit application.

Comments/Conditions:

Robert Amundson
Zoning Administrator

2/4/20
Date

THIS PERMIT IS VALID FOR SIX (6) MONTHS FROM THE DATE OF ISSUE



VILLAGE OF MARVIN

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Pharmacy
Drive Thru

SIGN PERMIT APPLICATION

Paid MC/Visa 1-13-2020

See
20 12354 for
payment

20-12355

Applicant(s) Name: Casco Signs Inc Phone: 704-788-9055
Address of Applicant: 199 Wilshire Ave SW FAX: _____
Concord, NC Zip Code: 28026
Email: ctench@casco signs.com

Owner(s) Name: Publix North Carolina LP Phone: _____
Address of Owner: PO Box 32018 FAX: _____
Lakeland, FL Zip Code: 33802-2018
Email: _____

Sign Contractor Company: Casco Signs Inc Phone: _____
(If different from Applicant)
Contact Name: Caleb Tench Email: ctench@casco signs.com

SIGN INFORMATION:

Number of signs requested (must be identical to be included on the same permit: 1

Parcel No. 06-183011 Zoning: ICD

Address or Location of Proposed Sign: 1615 Providence Rd South

Business/Company/Subdivision Name: Marvin Gardens

The sign is:

☐ Alteration of Existing Sign ☒ New Installation

The sign type is a/an:

☐ Banner ☒ Wall
☐ Projecting/
Suspended ☐ Awning/Canopy
☐ Other: _____

☐ Monument/Pylon
☐ Post & Arm

☐ Temporary

The sign is for a/an:

☒ Building (stand alone) ☐ Development
☐ Home Occupation ☐ Tenant Space

☐ Event or Sale

☐ Other _____

The sign is:

☐ Freestanding ☒ Mounted

Type of Illumination:

☒ Internal ☐ External ☐ None

Area of sign face 3334 sq. ft. (sign height x sign width)

Sign height 3'35 1/2" ft (sign height incl. base: _____ ft.)

Sign width: 9'-5 5/8" ft.

Continued

SIGN PERMIT APPLICATION – PAGE 2

Total Area permitted for Wall Signs: (Linear Ft of Tenant Space X 1 sq. ft.): 245 sq. ft.

Attachments

In order to be considered complete, the following must accompany each application:

1. A rendering of the sign depicting the following information: dimensions, type of lettering, color(s) of the sign and lettering, and the location of the sign on the property or building. If this is a freestanding sign, you must attach a plot plan showing the location of the sign on the property.
2. Application fee paid in full must be received prior to the issuance of a sign permit (checks made payable to the Village of Marvin).

Note: Section 151.142 prohibits the location of any sign within the road right of way. If you are unsure of what the road right of way is adjacent to your site, please contact Village Staff.

Certifications

I hereby certify that the information provided herein, to the best of my knowledge is accurate and complete. Any violation of an approved permit may be grounds for its revocation.

Signature of Applicant: Caleb Tenth Date: 11/24/19

Printed Name of Applicant: CALEB TENTH

FOR OFFICE USE ONLY

To the best of my knowledge, this application is complete. Based on the information provided, I hereby

☒ APPROVE ☐ DISAPPROVE this permit application.

Comments/Conditions:

Phil Hammer
Zoning Administrator

2/4/20
Date

THIS PERMIT IS VALID FOR SIX (6) MONTHS FROM THE DATE OF ISSUE



VILLAGE OF MARVIN

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See 12354 for payment

SIGN PERMIT APPLICATION

20-12356

Applicant(s) Name: Casco Signs Inc Phone: 704-788-9055
Address of Applicant: 199 Wilshire Ave SW FAX: _____
Concord, NC Zip Code: 28026
Email: ctench@casco signs.com

Owner(s) Name: Publix North Carolina LP Phone: _____
Address of Owner: PO Box 32018 FAX: _____
Lakeland, FL Zip Code: 33802-2018
Email: _____

Sign Contractor Company: Casco Signs Inc Phone: _____
(if different from Applicant)
Contact Name: Caleb Tench Email: ctench@casco signs.com

SIGN INFORMATION:

Number of signs requested (must be identical to be included on the same permit): 1

Parcel No. 06-183011 Zoning: ICD

Address or Location of Proposed Sign: 1615 Providence Rd South

Business/Company/Subdivision Name: Marvin Gardens

The sign is:

☐ Alteration of Existing Sign ☒ New Installation ☐ Temporary

The sign type is a/an:

☐ Banner ☒ Wall ☐ Monument/Pylon
☐ Projecting/
Suspended ☐ Awning/Canopy ☐ Post & Arm
☐ Other: _____

The sign is for a/an:

☒ Building (stand alone) ☐ Development ☐ Event or Sale
☐ Home Occupation ☐ Tenant Space ☐ Other _____

The sign is:

☐ Freestanding ☒ Mounted

Type of Illumination:

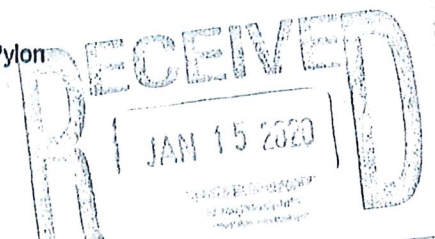
☐ Internal ☐ External ☒ None

Area of sign face 2.17 sq. ft. (sign height x sign width)

Sign height 8" ft (sign height incl. base: _____ ft.)

Sign width: 3'-2" ft.

Continued



SIGN PERMIT APPLICATION – PAGE 2

Total Area permitted for Wall Signs: (Linear Ft of Tenant Space X 1 sq. ft): 245 sq. ft.

Attachments

In order to be considered complete, the following must accompany each application:

1. A rendering of the sign depicting the following information: dimensions, type of lettering, color(s) of the sign and lettering, and the location of the sign on the property or building. If this is a freestanding sign, you must attach a plot plan showing the location of the sign on the property.
2. Application fee paid in full must be received prior to the issuance of a sign permit (checks made payable to the Village of Marvin).

Note: Section 151.142 prohibits the location of any sign within the road right of way. If you are unsure of what the road right of way is adjacent to your site, please contact Village Staff.

Certifications

I hereby certify that the information provided herein, to the best of my knowledge is accurate and complete. Any violation of an approved permit may be grounds for its revocation.

Signature of Applicant: Caleb Trench Date: 11/26/19

Printed Name of Applicant: CALEB TRENCH

FOR OFFICE USE ONLY

To the best of my knowledge, this application is complete. Based on the information provided, I hereby

☒ APPROVE ☐ DISAPPROVE this permit application.

Comments/Conditions:

Robert Amundson
Zoning Administrator

2/4/20
Date

THIS PERMIT IS VALID FOR SIX (6) MONTHS FROM THE DATE OF ISSUE



VILLAGE OF MARVIN

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See 20-12354 for payment

SIGN PERMIT APPLICATION

20-12357

Applicant(s) Name: Casco Signs Inc Phone: 704-788-9055
Address of Applicant: 199 Wilshire Ave SW FAX: _____
Concord, NC Zip Code: 28026
Email: ctench@cascosigns.com

Owner(s) Name: Publix North Carolina LP Phone: _____
Address of Owner: PO Box 32018 FAX: _____
Lakeland, FL Zip Code: 33802-2018
Email: _____

Sign Contractor Company: Casco Signs Inc Phone: _____
(If different from Applicant)
Contact Name: Caleb Tench Email: ctench@cascosigns.com

SIGN INFORMATION:

Number of signs requested (must be identical to be included on the same permit): 1
Parcel No. 06-18301 Zoning: ICD
Address or Location of Proposed Sign: 1615 Providence Rd South
Business/Company/Subdivision Name: Marvin Gardens

The sign is:

- ☐ Alteration of Existing Sign ☒ New Installation ☐ Temporary

The sign type is a/an:

- ☐ Banner ☒ Wall ☐ Monument/Pylon
☐ Projecting/
Suspended ☐ Awning/Canopy ☐ Post & Arm
☐ Other: _____

The sign is for a/an:

- ☒ Building (stand alone) ☐ Development ☐ Event or Sale
☐ Home Occupation ☐ Tenant Space ☐ Other: _____

The sign is:

- ☐ Freestanding ☒ Mounted

Type of Illumination:

- ☐ Internal ☐ External ☒ None

Area of sign face 1.41 sq. ft. (sign height x sign width)

Sign height 8" ft (sign height incl. base: _____ ft.)

Sign width: 2'-1" ft.

Continued

SIGN PERMIT APPLICATION – PAGE 2

Total Area permitted for Wall Signs: (Linear Ft of Tenant Space X 1 sq. ft): 245 sq. ft.

Attachments

In order to be considered complete, the following must accompany each application:

1. A rendering of the sign depicting the following information: dimensions, type of lettering, color(s) of the sign and lettering, and the location of the sign on the property or building. If this is a freestanding sign, you must attach a plot plan showing the location of the sign on the property.
2. Application fee paid in full must be received prior to the issuance of a sign permit (checks made payable to the Village of Marvin).

Note: Section 151.142 prohibits the location of any sign within the road right of way. If you are unsure of what the road right of way is adjacent to your site, please contact Village Staff.

Certifications

I hereby certify that the information provided herein, to the best of my knowledge is accurate and complete. Any violation of an approved permit may be grounds for its revocation.

Signature of Applicant: Caleb Tench Date: 11/26/19

Printed Name of Applicant: CALEB TENCH

FOR OFFICE USE ONLY

To the best of my knowledge, this application is complete. Based on the information provided, I hereby

☒ APPROVE ☐ DISAPPROVE this permit application.

Comments/Conditions:

Robert Annamando
Zoning Administrator

2/4/20
Date

THIS PERMIT IS VALID FOR SIX (6) MONTHS FROM THE DATE OF ISSUE



VILLAGE OF MARVIN

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See 20-12354 for payment

Exit only.

SIGN PERMIT APPLICATION

20-12358

Applicant(s) Name: Casco Signs Inc Phone: 704-788-9055
Address of Applicant: 199 Wilshire Ave SW FAX: _____
Concord, NC Zip Code: 28026
Email: ctench@cascosigns.com

Owner(s) Name: Publix North Carolina LP Phone: _____
Address of Owner: PO Box 32018 FAX: _____
Lakeland, FL Zip Code: 33802-2018
Email: _____

Sign Contractor Company: Casco Signs Inc Phone: _____
(if different from Applicant)
Contact Name: Caleb Tench Email: ctench@cascosigns.com

SIGN INFORMATION:

Number of signs requested (must be identical to be included on the same permit): 1
Parcel No. 06-183011 Zoning: TD
Address or Location of Proposed Sign: 1615 Providence Rd South
Business/Company/Subdivision Name: Marvin Gardens

The sign is:

- ☐ Alteration of Existing Sign ☒ New Installation ☐ Temporary

The sign type is a/an:

- ☐ Banner ☒ Wall ☐ Monument/Pylon
☐ Projecting/
Suspended ☐ Awning/Canopy ☐ Post & Arm
☐ Other: _____

The sign is for a/an:

- ☒ Building (stand alone) ☐ Development ☐ Event or Sale
☐ Home Occupation ☐ Tenant Space ☐ Other _____

The sign is:

- ☐ Freestanding ☒ Mounted

Type of Illumination:

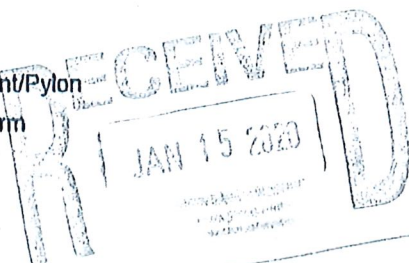
- ☐ Internal ☐ External ☒ None

Area of sign face 7.85 sq. ft. (sign height x sign width)

Sign height 8" ft (sign height incl. base: _____ ft.)

Sign width: 5' ft.

Continued



SIGN PERMIT APPLICATION – PAGE 2

Total Area permitted for Wall Signs: (Linear Ft of Tenant Space X 1 sq. ft): 245 sq. ft.

Attachments

In order to be considered complete, the following must accompany each application:

1. A rendering of the sign depicting the following information: dimensions, type of lettering, color(s) of the sign and lettering, and the location of the sign on the property or building. If this is a freestanding sign, you must attach a plot plan showing the location of the sign on the property.
2. Application fee paid in full must be received prior to the issuance of a sign permit (checks made payable to the Village of Marvin).

Note: Section 151.142 prohibits the location of any sign within the road right of way. If you are unsure of what the road right of way is adjacent to your site, please contact Village Staff.

Certifications

I hereby certify that the information provided herein, to the best of my knowledge is accurate and complete. Any violation of an approved permit may be grounds for its revocation.

Signature of Applicant: Caleb Tench Date: 11/26/19

Printed Name of Applicant: CALEB TENCH

FOR OFFICE USE ONLY

To the best of my knowledge, this application is complete. Based on the information provided, I hereby

☒ APPROVE ☐ DISAPPROVE this permit application.

Comments/Conditions:

Robert Ammann
Zoning Administrator

2/4/20
Date

THIS PERMIT IS VALID FOR SIX (6) MONTHS FROM THE DATE OF ISSUE



VILLAGE OF MARVIN

10004 New Town Road | Marvin, NC | 28173 | Tel: (704) 843-1680 | Fax: (704) 843-1660 | www.marvinnc.org

See 20-12354 for Payment

Address Numbers
TBD

SIGN PERMIT APPLICATION 20-12359

Applicant(s) Name: Casco Signs Inc Phone: 704-788-9055
Address of Applicant: 199 Wilshire Ave SW FAX: _____
Concord, NC Zip Code: 28026
Email: ctench@casco signs.com

Owner(s) Name: Publix North Carolina LP Phone: _____
Address of Owner: PO Box 32018 FAX: _____
Lakeland, FL Zip Code: 33802-2018
Email: _____

Sign Contractor Company: Casco Signs Inc Phone: _____
(if different from Applicant)
Contact Name: Caleb Tench Email: ctench@casco signs.com

SIGN INFORMATION:

Number of signs requested (must be identical to be included on the same permit): 1
Parcel No. 06-183011 Zoning: IED
Address or Location of Proposed Sign: 1615 Providence Rd South
Business/Company/Subdivision Name: Marvin Gardens

The sign is:

- ☐ Alteration of Existing Sign ☒ New Installation ☐ Temporary

The sign type is a/an:

- ☐ Banner ☒ Wall ☐ Monument/Pylon
☐ Projecting/
Suspended ☐ Awning/Canopy ☐ Post & Arm
☐ Other: _____

The sign is for a/an:

- ☒ Building (stand alone) ☐ Development ☐ Event or Sale
☐ Home Occupation ☐ Tenant Space ☐ Other _____

The sign is:

- ☐ Freestanding ☒ Mounted

Type of Illumination:

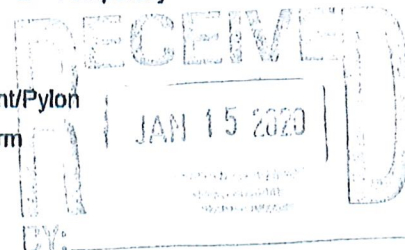
- ☐ Internal ☐ External ☒ None

Area of sign face 1-3 sq ft sq. ft. (sign height x sign width)

Sign height 8" ft (sign height incl. base: _____ ft.)

Sign width: TBD ft.

Continued



SIGN PERMIT APPLICATION – PAGE 2

Total Area permitted for Wall Signs: (Linear Ft of Tenant Space X 1 sq. ft): 245 sq. ft.

Attachments

In order to be considered complete, the following must accompany each application:

1. A rendering of the sign depicting the following information: dimensions, type of lettering, color(s) of the sign and lettering, and the location of the sign on the property or building. If this is a freestanding sign, you must attach a plot plan showing the location of the sign on the property.
2. Application fee paid in full must be received prior to the issuance of a sign permit (checks made payable to the Village of Marvin).

Note: Section 151.142 prohibits the location of any sign within the road right of way. If you are unsure of what the road right of way is adjacent to your site, please contact Village Staff.

Certifications

I hereby certify that the information provided herein, to the best of my knowledge is accurate and complete. Any violation of an approved permit may be grounds for its revocation.

Signature of Applicant: Caleb Tench Date: 11/26/19

Printed Name of Applicant: CALEB TENCH

FOR OFFICE USE ONLY

To the best of my knowledge, this application is complete. Based on the information provided, I hereby

☒ APPROVE ☐ DISAPPROVE this permit application.

Comments/Conditions:

Robert Ammarando
Zoning Administrator

2/4/20
Date

THIS PERMIT IS VALID FOR SIX (6) MONTHS FROM THE DATE OF ISSUE



VILLAGE OF MARVIN

10004 New Town Road | Marvin, NC | 28173 | Tel: (704) 843-1680 | Fax: (704) 843-1660 | www.marvinnc.org

Clearance 13'-5"

20-12360

See 20-12354 for payment

SIGN PERMIT APPLICATION

Applicant(s) Name: Casco Signs Inc Phone: 704-788-9055
Address of Applicant: 199 Wilshire Ave SW FAX: _____
Concord, NC Zip Code: 28026
Email: ctench@cascosigns.com

Owner(s) Name: Publix North Carolina LP Phone: _____
Address of Owner: PO Box 32018 FAX: _____
Lakeland, FL Zip Code: 33802-2018
Email: _____

Sign Contractor Company: Casco Signs Inc Phone: _____
(If different from Applicant)
Contact Name: Caleb Tench Email: ctench@cascosigns.com

SIGN INFORMATION:

Number of signs requested (must be identical to be included on the same permit): 1
Parcel No. 06-183011 Zoning: ICD
Address or Location of Proposed Sign: 1615 Providence Rd South
Business/Company/Subdivision Name: Marvin Gardens

The sign is:

- ☐ Alteration of Existing Sign ☒ New Installation ☐ Temporary

The sign type is a/an:

- ☐ Banner ☒ Wall ☐ Monument/Pylon
☐ Projecting/
Suspended ☐ Awning/Canopy ☐ Post & Arm
☐ Other: _____

The sign is for a/an:

- ☒ Building (stand alone) ☐ Development ☐ Event or Sale
☐ Home Occupation ☐ Tenant Space ☐ Other _____

The sign is:

- ☐ Freestanding ☒ Mounted

Type of Illumination:

- ☐ Internal ☐ External ☒ None

Area of sign face 60.06 sq. ft. (sign height x sign width)

Sign height 8' ft (sign height incl. base: _____ ft.)

Sign width: 9'-1" ft.

Continued

SIGN PERMIT APPLICATION – PAGE 2

Total Area permitted for Wall Signs: (Linear Ft of Tenant Space X 1 sq. ft): 241 sq. ft.

Attachments

In order to be considered complete, the following must accompany each application:

1. A rendering of the sign depicting the following information: dimensions, type of lettering, color(s) of the sign and lettering, and the location of the sign on the property or building. If this is a freestanding sign, you must attach a plot plan showing the location of the sign on the property.
2. Application fee paid in full must be received prior to the issuance of a sign permit (checks made payable to the Village of Marvin).

Note: Section 151.142 prohibits the location of any sign within the road right of way. If you are unsure of what the road right of way is adjacent to your site, please contact Village Staff.

Certifications

I hereby certify that the information provided herein, to the best of my knowledge is accurate and complete. Any violation of an approved permit may be grounds for its revocation.

Signature of Applicant: *Caleb Tench* Date: 11/26/19

Printed Name of Applicant: CALEB TENCH

FOR OFFICE USE ONLY

To the best of my knowledge, this application is complete. Based on the information provided, I hereby

☒ APPROVE ☐ DISAPPROVE this permit application.

Comments/Conditions:

Rohit Arunachandran
Zoning Administrator

2/4/20
Date

THIS PERMIT IS VALID FOR SIX (6) MONTHS FROM THE DATE OF ISSUE



VILLAGE OF MARVIN

10004 New Town Road | Marvin, NC | 28173 | Tel: (704) 843-1680 | Fax: (704) 843-1660 | www.marvinnc.org

Presto!

see 20-12354
for payment

SIGN PERMIT APPLICATION

20-12361

Applicant(s) Name: Casco Signs Inc Phone: 704-788-9055
Address of Applicant: 199 Wilshire Ave SW FAX: _____
Concord, NC Zip Code: 28026
Email: ctench@cascosigns.com

Owner(s) Name: Publix North Carolina LP Phone: _____
Address of Owner: PO Box 32018 FAX: _____
Lakeland, FL Zip Code: 33802-2018
Email: _____

Sign Contractor Company: Casco Signs Inc Phone: _____
(If different from Applicant)
Contact Name: Caleb Tench Email: ctench@cascosigns.com

SIGN INFORMATION:

Number of signs requested (must be identical to be included on the same permit): 1
Parcel No. 06-183011 Zoning: LCD
Address or Location of Proposed Sign: 1615 Providence Rd South
Business/Company/Subdivision Name: Marvin Gardens

The sign is:

- ☐ Alteration of Existing Sign ☒ New Installation ☐ Temporary

The sign type is a/an:

- ☐ Banner ☒ Wall ☐ Monument/Pylon
☐ Projecting/
Suspended ☐ Awning/Canopy ☐ Post & Arm
☐ Other: _____

The sign is for a/an:

- ☒ Building (stand alone) ☐ Development ☐ Event or Sale
☐ Home Occupation ☐ Tenant Space ☐ Other _____

The sign is:

- ☐ Freestanding ☒ Mounted

Type of Illumination:

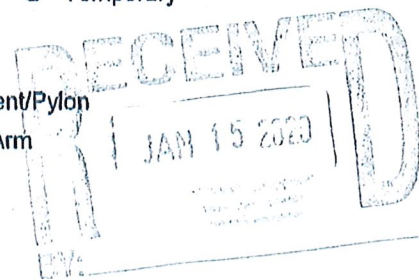
- ☒ Internal ☐ External ☐ None

Area of sign face 3.88 sq. ft. (sign height x sign width)

Sign height 1'-3 1/2" ft (sign height incl. base: _____ ft.)

Sign width: 3' ft.

Continued



SIGN PERMIT APPLICATION – PAGE 2

Total Area permitted for Wall Signs: (Linear Ft of Tenant Space X 1 sq. ft): 245 sq. ft.

Attachments

In order to be considered complete, the following must accompany each application:

1. A rendering of the sign depicting the following information: dimensions, type of lettering, color(s) of the sign and lettering, and the location of the sign on the property or building. If this is a freestanding sign, you must attach a plot plan showing the location of the sign on the property.
2. Application fee paid in full must be received prior to the issuance of a sign permit (checks made payable to the Village of Marvin).

Note: Section 151.142 prohibits the location of any sign within the road right of way. If you are unsure of what the road right of way is adjacent to your site, please contact Village Staff.

Certifications

I hereby certify that the information provided herein, to the best of my knowledge is accurate and complete. Any violation of an approved permit may be grounds for its revocation.

Signature of Applicant: Caleb Tench Date: 11/26/19

Printed Name of Applicant: CALEB TENCH

FOR OFFICE USE ONLY

To the best of my knowledge, this application is complete. Based on the information provided, I hereby

✓ APPROVE DISAPPROVE this permit application.

Comments/Conditions:

<u></u> Zoning Administrator	<u>2/4/20</u> Date
--	-----------------------

THIS PERMIT IS VALID FOR SIX (6) MONTHS FROM THE DATE OF ISSUE

2018

Publix

Site Recommendation Book

Publix #1704

Marvin Gardens

1615 Providence Road South

Marvin, NC 28173

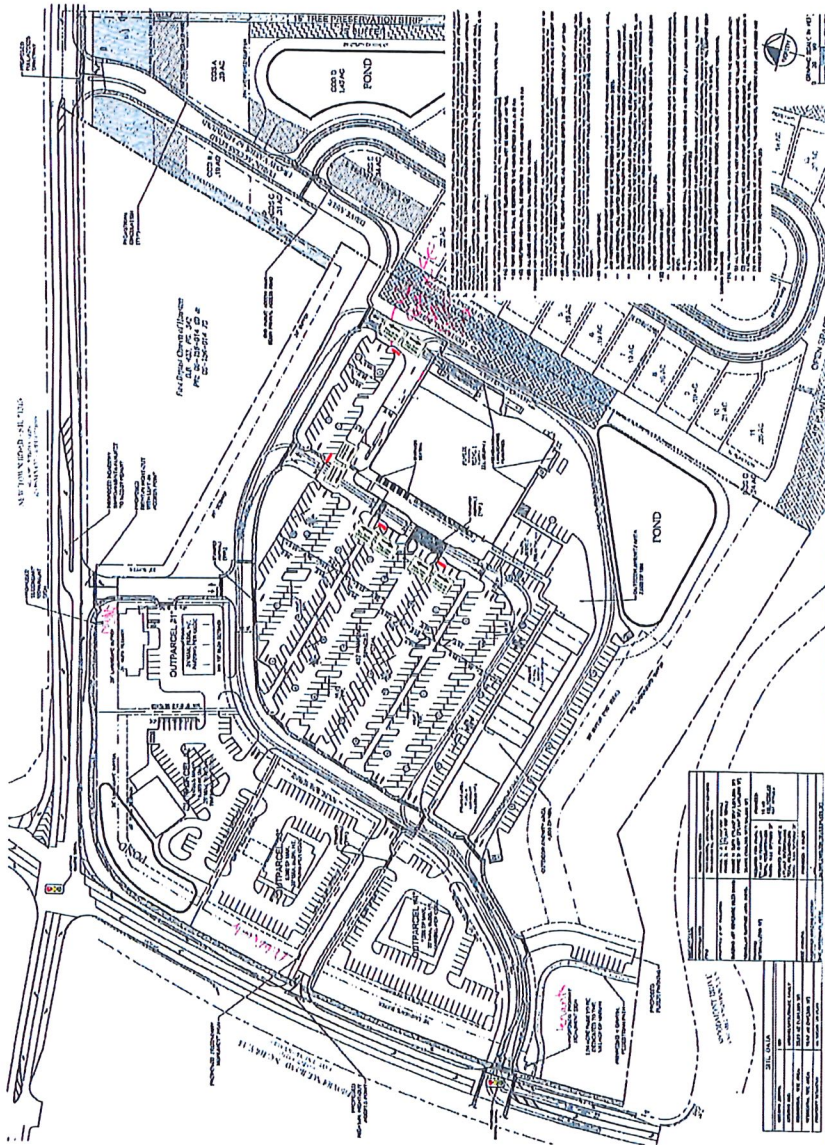
Cross Street: New Town Road & Providence Road

QID# 15-26912

Designer:
Chad Wike

Date:
9-5-18
Rev. 9-20-18
Rev.3-20-19

SITE PLAN



Site Name: Marvin Gardens **Property ID:** 1704
Address: 1615 providence road south **City/ST:** Marvin, NC **QID #:** 15-26912

18 1/4" 4" 10" 5 1/2" 1 1/2"

PUBLIX Food & Pharmacy Channel Letters
Scale: 3/16" = 1'

SQ. FOOTAGE 119.04



Presto! Cabinet
Scale: $3/4" = 1'$

SQ. FOOTAGE	3.88
--------------------	-------------

ENTRY

2.17

EXIT

1.41 SQ. FT.

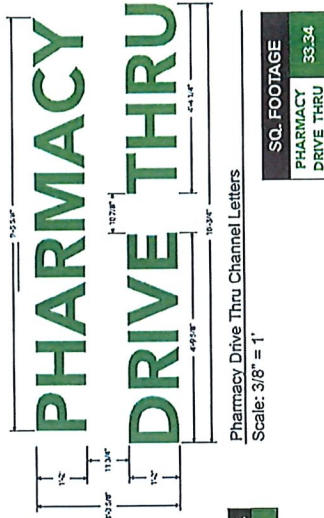
EXIT ONLY

7.85 SQ. FT.

1704

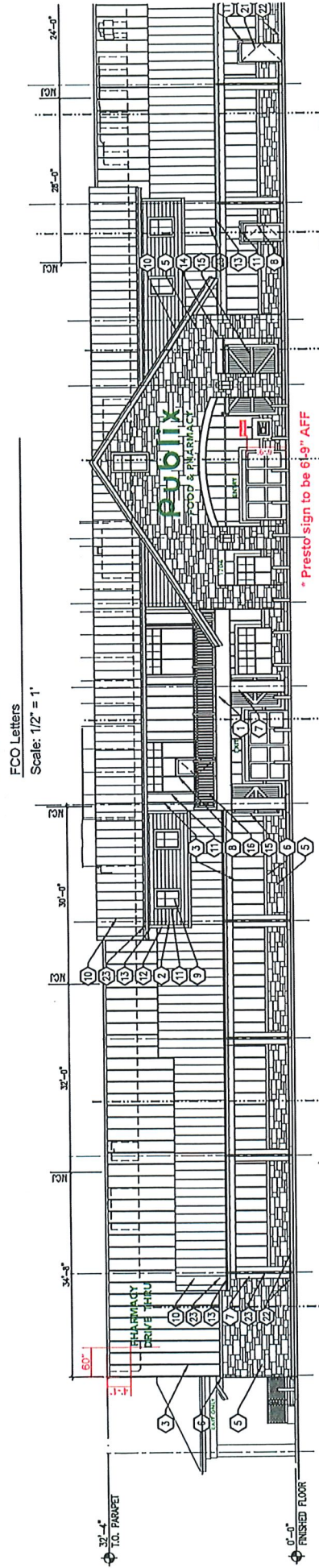
SQ. FT. TBD

TOTAL SQ. FOOTAGE	167.77
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Pharmacy Drive Thru Channel Letters
Scale: 3/8" = 1'

SQ. FOOTAGE	33.34
PHARMACY	
DRIVE THRU	



WEST ELEVATION

Scale: 1/16" = 1'



Publix

Site Name: Marvin Gardens Property ID: 1704
Address: 1615 providence road south City/ST: Marvin, NC QID #: 15-26912

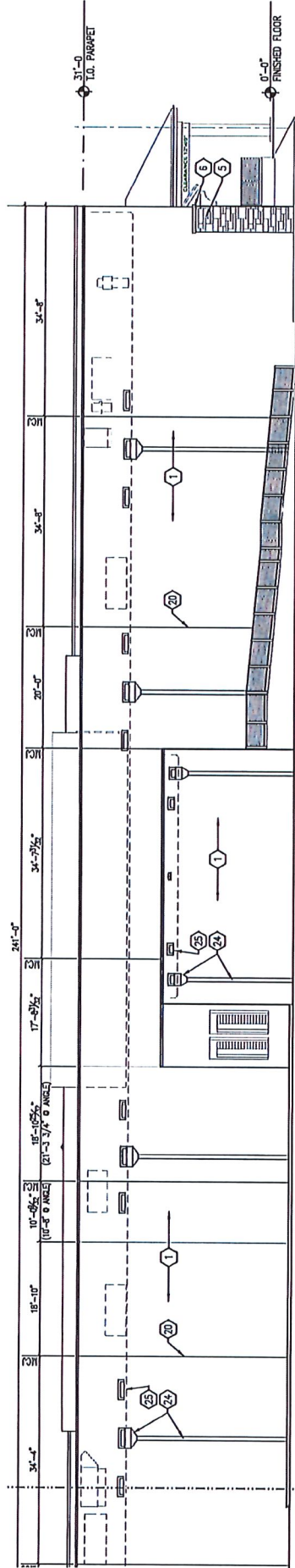
EAST ELEVATION

TOTAL SQ. FOOTAGE
6.06

9'-1 1/4"

CLEARANCE 13'-5"

SQ. FT.
6.06



Site Name: Marvin Gardens **Property ID:** 1704
Address: 1615 providence road south **City/ST:** Marvin, NC **QID #:** 15-26912

Qty. 1

Qty. 1

Qty. 1

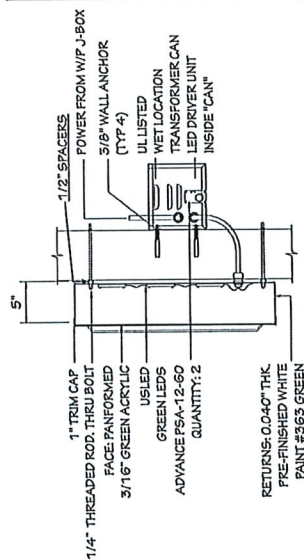
Scale: 3/16" = 1'

[illegible]

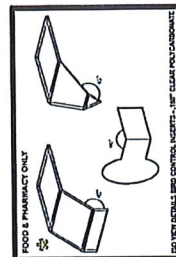
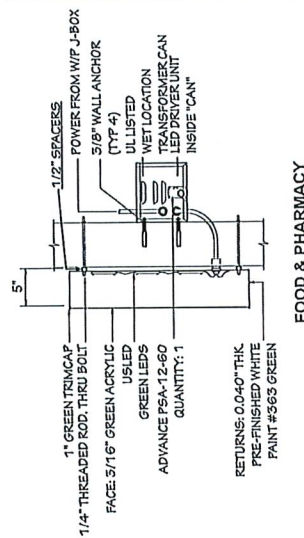
PMS 363 C

Publix FOOD & PHARMACY	SQ. FOOTAGE
Publix FOOD & PHARMACY	119.0
Publix FOOD & PHARMACY	20.8
Publix	74.0

GENERAL DESCRIPTION:	BACKLIT LETTERS FABRICATED OF WELDED ALUMINUM (040 RETURNS) (003 BACKS) (5" DEEP)
COLORS:	COPY: FACES: 3/16" GREEN ACRYLIC #XXXX RETURNS: 5" PTM PMS 353C GREEN TRIMCAP: 1" PMS 353C GREEN
LED:	USED (GREEN)
WIRING:	UL APPROVED
DRIVERS:	(1) 20 AMP CIRCUIT RECD ADVANCE #SA-7240
MOUNTING	FLUSH TO FASCIA WITH LIBERTY ANCHORS



GENERAL DESCRIPTION:	BACKLIT LETTERS FABRICATED OF WELDED ALUMINUM (340 RETURNS) (.063 BACKS) (5" DEEP)
COLORS:	COPY: FACES: 3/16" GREEN ACRYLIC #XXXXX RETURNS: 5" PTM PMS 363C GREEN TRIMCAP: 1" PMS 363C GREEN
LED:	USLED (GREEN)
WIRING:	UL APPROVED
DRIVERS:	(1) 20 AMP CIRCUIT RECD ADVANCE-PSA-12-60
MOUNTING	FLUSH TO FASCIA WITH LIBERTY ANCHORS



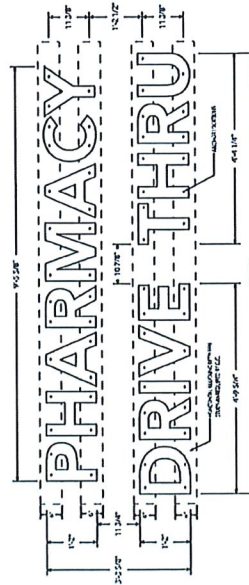
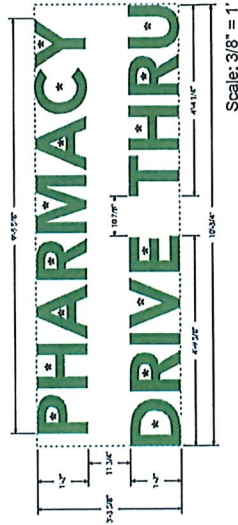
PUB-PDT14-RCL-USLED

Qty. 1

PUB-BD-14PDT

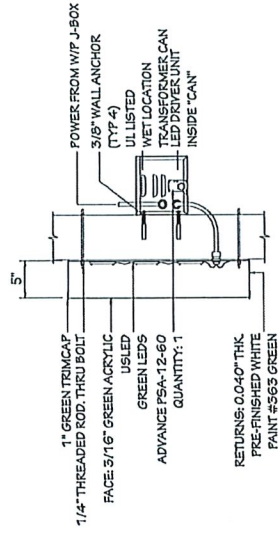
Qty. 1

Illuminated Channel Letters - Remote



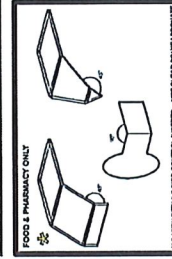
PMS 363 C

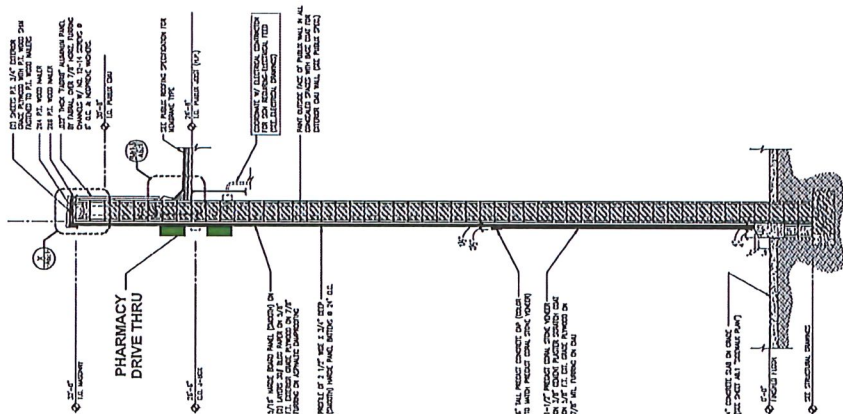
SQ. FOOTAGE	33.3
PHARMACY DRIVE THRU	



PHARMACY DRIVE-THRU

BACKLIT LETTERS FABRICATED OF WELDED ALUMINUM (.040 RETURNS) (.063 BACKS) (5" DEEP)	
GENERAL DESCRIPTION:	COPY: FACES: 3/16" GREEN ACRYLIC #XXXX RETURNS: 5" PTM PMS 363C GREEN TRIMCAP: 1" PMS 363C GREEN
COLORS:	
LED:	USED (GREEN)
WIRING:	UL APPROVED
DRIVERS:	(1) 20 AMP CIRCUIT RECD ADVANCE-PSA-12-50
MOUNTING	FLUSH TO FASCIA WITH LIBERTY ANCHORS





1 WALL SECTION
Scale: 3/16" = 1'

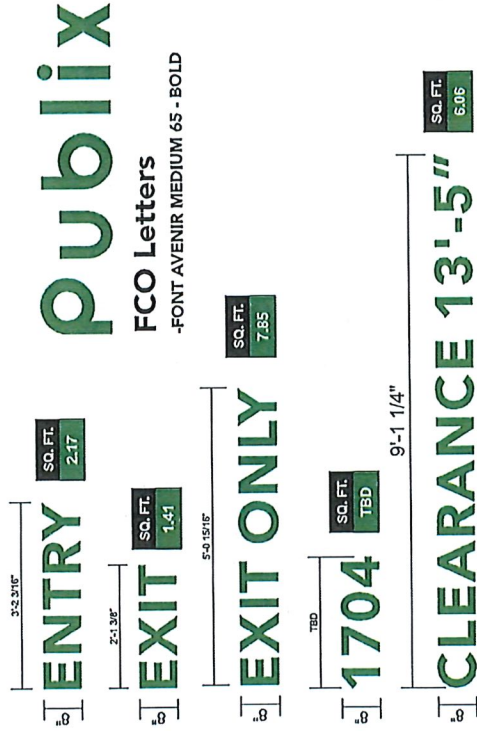


Publix

Site Name: Marvin Gardens Property ID: 1704
Address: 1615 providence road south City/ST: Marvin, NC QID #: 15-26912

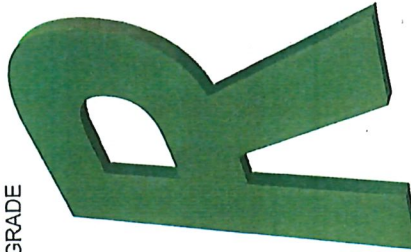
PUB-FCO-8-ENTRY-PVC
PUB-FCO-8-EXIT-PVC
PUB-FCO-8-EXIT ONLY-PVC
PUB-FCO-8-ADD-PVC
PUB-FCO-8-CLEARANCE-PVC

PMS 363 C	SQ. FOOTAGE
	17.49



FCO (Flat Cut Out) Letters & Numerals

COPY & NUMERALS - FCO
MATERIAL: 1/4" PVC
COLOR: PMS 363 C GREEN
INSTALL: ADHERE TO CANOPY
WITH CONSTRUCTION GRADE
ADHESIVE & STUDS



PUB-PRESTO-1536
Illuminated Wall Sign

METALLIC SILVER
3630-43 TOMATO RED
WHITE

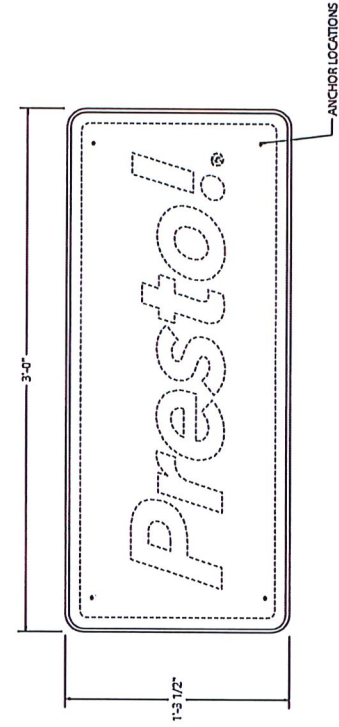
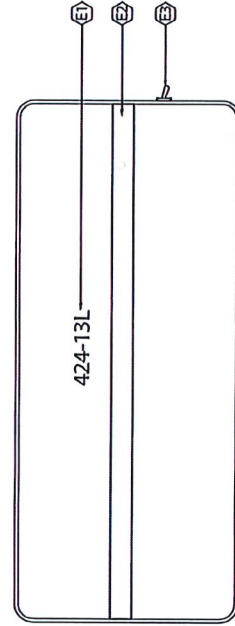
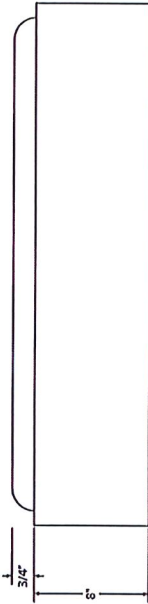
SQ. FOOTAGE
3.88

Presto!

THIS SIGN IS TO BE MOUNTED 6'-9" FROM GRADE TO BOTTOM OF SIGN



Scale: 1 1/2" = 1'



1. EXISTING WALL PUBLIC CMU
2. 1" JEWELITE TRIMCAP SILVER
3. .090" PANFORMED POLYCARB FACES CLEAR w/ 2ND SURFACE GRAPHICS
4. ALUMINUM WIRE TRACK
5. .063" ALUMINUM RETURNS PAINTED METALLIC SILVER #331EC
6. .080" ALUMINUM BACKS
7. WALL FASTENERS SEE ANCHOR SCHEDULE
8. DRAIN HOLES WITH COVERS (IF USED OUTDOORS)
9. KULKA TOMSTONE SOCKETS
10. H.O. COOL WHITE FLUORESCENT LAMPS
11. ELECTRONIC BALLAST
12. 1/2" LIQUID TIGHT CONDUIT
13. 1/2" LIQUID TIGHT CONNECTOR
14. LISTED DISCONNECT SWITCH IN PRIMARY TO BE WITHIN SIGHT OF SIGN, NEC 110-3(B), 600-6
15. PRIMARY ELECTRICAL SOURCE CONNECTION TO J-BOX BY G.C.
16. 2"x4" JUNCTION BOX

MATERIAL FOR WALL SIGN	
BACK: .080" ALUMINUM	
EXT./FILLER: .057" ALUMINUM	
FRAMING: N/A	
FACES: .090" POLYCARB CLEAR - PANFORMED - BMA	6 X 1 O.C.
REINFORCER: 1" JEWELITE	
WALL FASTENERS: 1/2" DIA. X 1 1/2" LONG	
WALL FASTENERS: 1/2" DIA. X 1 1/2" LONG	
GRAPHICS: 3M VINYL & BACKSPRAY	OPS
COLOR FOR WALL SIGN	
FILLER: METALLIC SILVER/ESTEC	
BACK: WHITE	
INTERIOR: WHITE	
FACE BACKING: CLEAR w/ NOTED 2ND SURFACE GRAPHICS	
VINTL COLOR	
1) 3M TOMATO RED #3630-43 - 2ND SURFACE	
2) X	
3) X	
4) X	
PAINT COLORS	
1) WHITE - BACKSPRAYED	
2) X	
3) X	
4) X	
ELECTRICAL NOTES	
1) 424-13L BALLAST - (1) REQUIRED	
2) 424-13L FLUORESCENT LAMP - (1) REQUIRED	
3) DISCONNECT SWITCH	
4) X	
5) X	
ELECTRICAL SPECIFICATIONS	
PARTS FOR WALL SIGN - SEE PARTS LIST FOR DETAILS	
BALLAST*	LAMP
1) 424-13L	1) 424-13L
2) X	2) X
3) X	3) X
4) X	4) X
5) X	5) X
6) X	6) X
7) X	7) X
8) X	8) X
9) X	9) X
10) X	10) X
11) X	11) X
12) X	12) X
13) X	13) X
14) X	14) X
15) X	15) X
16) X	16) X
17) X	17) X
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VILLAGE OF MARVIN

10004 New Town Road | Marvin, NC | 28173 | Tel: (704) 843-1680 | Fax: (704) 843-1660 | www.marvinnc.org

TO: Planning Board

FROM: Rohit Ammanamanchi, Senior Planner/Zoning Administrator

SUBJECT: Discussion of ETJ and Addition of ETJ Planning Board Member

DATE: February 12, 2020

Background

Marvin has previously sought an Extra-Territorial Jurisdiction (ETJ) for the purpose of regulating development outside of its limits, but the County was unwilling to consider. The County Commission has now discussed considering a limited ETJ to cover donut holes and areas bounded between Marvin and the state line.

Attached is a map of the proposed ETJ consisting of the above description. The County Planning Director has advised it would be most likely to be approved if we also proposed which zoning district we would enforce in each parcel in the ETJ boundary. The following proposal is for RUC/R-40 zoning in all residential areas and B-Business zoning for the square parcel on Providence Road that is currently zoned for business.

Additionally, when enacting an ETJ, the municipality must appoint members residing in the ETJ to the Planning Board and Board of Adjustments at the same proportion as the number of Planning Board members per resident. In our case, there are 7 Planning Board Members for 7,016 population. The proposed ETJ would add approximately 1,200 residents, thus we would add 1 Planning Board member.

The ETJ Planning Board member can either vote only on issues in the ETJ, or they can vote on all issues that come to the Planning Board. The choice of option is at the discretion of the municipality and can be decided by the Planning Board when adding the ETJ member to the Planning Board structure.

Current

Staff asks Planning Board to review and provide comments on the proposed ETJ and Board member before submitting to the County.



Main Street Math

3B+27K=40Y

INVESTED / JOBS / YEARS



North Carolina Main Street Conference 2020
New Bern, NC • March 10-12

MAIN STREET MATH: $3B + 27K = 40Y$

KEYNOTE SPEAKERS



DONOVAN RYPKEMA

Principal
PlaceEconomics

THE BEHIND THE SCENES IMPACT OF THE NC MAIN STREET PROGRAM

2020 marks the 40th Anniversary of the NC Main Street program. The state's designated Main Street and Small Town Main Street communities have experienced \$3 billion in investments and a net gain of more than 27,000 jobs, but what are the economic, social, and physical impacts of these investments? Donovan Rypkema, principal with PlaceEconomics, spent six months conducting an analysis "behind the statistical data" and will report his findings. With its analysis of jobs and businesses as well as property and buildings, this session will provide attendees with a thorough understanding of the economic role that downtowns play in North Carolina's economy.

About Donovan Rypkema:

Donovan Rypkema is principal of PlaceEconomics and president of Heritage Strategies International. Working at the nexus of historic preservation and economic development, Rypkema has undertaken assignments in 49 US States and more than 50 countries. He is the author of *The Economics of Historic Preservation* and teaches preservation economics at the University of Pennsylvania. In 2012 he was the recipient of the Crowninshield Award from the National Trust. The Crowninshield is the nation's highest preservation award and is presented for lifetime contributions to the field of historic preservation.



ILANA PREUSS

Founder
Recast City LLC

SMALL-SCALE MANUFACTURING & MAIN STREET: THE SECRET SAUCE

Too many places are stuck with a set of economic development strategies left over from the 1980s. People and places are being left behind — but it doesn't have to be that way. Join this conversation to learn about how we can flip the model on economic development and do it a better way. An approach that invests in people and places. An approach that focuses on actions today and not just long-term plans. This talk will discuss the secret sauce to build a strong and resilient economy through concrete steps that include entrepreneurship, why (and how) to focus on small-scale manufacturing businesses as a catalyst, and how new real estate models for main street can be essential to success.

About Ilana Preuss:

Ilana Preuss is the Founder of Recast City LLC, a consulting firm that works with real estate developers, city and other civic leaders to integrate manufacturing space for small-scale producers into redevelopment projects and place-based economic development. She is passionate about making great places and sees that small-scale manufacturers are a missing piece in today's mixed-use development and commercial property repositioning.

In 2017, Ms. Preuss co-authored, *Made in PLACE: Small-scale manufacturing and placemaking*, in partnership with Smart Growth America and funded by a grant from the U.S. Economic Development Administration, and she co-authored, *Discovering Your City's Maker Economy*, a field guide for National League of Cities, in partnership with NLC, Etsy, and the Urban Manufacturing Alliance. She also authored a chapter in *Creative Placemaking*, a publication by the National Endowment for the Arts.

DAY 1 – AGENDA

MARCH 10 – TUESDAY

NEW BERN RIVERFRONT CONVENTION CENTER

203 South Front Street | New Bern | NC | 28560



**NORTH CAROLINA
MAIN STREET**

9:00-5:30

Registration

9:00-1:15

Shop & Explore Downtown New Bern

10:00-11:15

Downtown Toolkit Sessions - Select ONE

1 - 10 TIPS FOR SUCCESSFUL GRANT WRITING

Community leaders and staff are often charged with writing grant applications without having the knowledge or experience to tell what is needed to secure the funding. This session will break down the barriers, build grant writing capacity for communities of all sizes, and offer best practices and tips on how to write a successful grant application. Attendees will learn how to navigate through all the mumbo-jumbo and focus on the most critical parts of the application.

SPEAKER(S):

- **Sherry Long**, Assistant Executive Director, Western Piedmont Council of Governments
- **Kitty Dougoud**, Coordinator, Kentucky Main Street
- **Viki Dekle**, Main Street Grants Administrator, NC Main Street & Rural Planning Center

2 - FROM CURB TO COUNTER: COURTING YOUR CLIENTELE

Design is one of the four points of the Main Street program because quality design is essential to a thriving downtown. The Main Street Approach to downtown design improvements respects historic preservation and the architectural character of each building. Learn about the positive impact that good quality façade improvements, enticing windows displays, engaging signage, appealing lighting, and seasonal plantings can have on downtown businesses and districts.

SPEAKER(S):

- **Jo Ramsay Leimenstoll**, Professor, AIA, UNCG Department of Interior Architecture
- **Monica Davis**, UNCG Main Street Fellow
- **Kista Mansell**, UNCG Main Street Fellow

3 - PUT SOME TOOLS IN YOUR DOWNTOWN TOOLBOX

Have you ever noticed that some towns make downtown redevelopment look easy while others seem to struggle to get projects done? The difference is whether a town has tools in its downtown toolbox that are ready to be used. Redevelopment is contingent on codes and ordinances that allow for flexibility, good design guidelines based on the Secretary of the Interior's Standards for Rehabilitation, and incentives such as Historic Tax Credits, grants, loans, and technical assistance that help close the development gap. You'll handle the tools like a pro after this session!

SPEAKER(S):

- **Sharon Jablonski**, Main Street Director, City of Morganton
- **Karen Smith**, AICP, Coordinator, Rural Solutions, NC Main Street & Rural Planning Center
- **Reid Thomas**, Restoration Specialist, NC State Historic Preservation Office
- **John Wood**, Restoration Specialist, NC State Historic Preservation Office

DAY 1 – AGENDA

Continued



**NORTH CAROLINA
MAIN STREET**

4 - ECONOMIC DEVELOPMENT STRATEGIES – PLANNING FOR SUCCESS!

Main Street teaches us that we need to identify visionary, yet achievable, economic development strategies that will transform our downtowns. Unless you know where you are headed, how will you know when you arrive? Yet a strategy is just a strategy without a plan for implementation. Strategic economic development planning provides the blueprint for success. It's essential for organizations and communities that are actively engaged in downtown revitalization initiatives. This session will explore how to plan for, conduct, implement, and evaluate your strategic plan. We want you to plan for success!

SPEAKER(S):

- **Amy Suggs**, Community Economic Development Planner, NC Main Street & Rural Planning Center
- **Bruce Naegelen**, Community Economic Development Planner, NC Main Street & Rural Planning Center

5 - SUSTAINABLE ORGANIZATIONS - THE FOUNDATION OF DOWNTOWN SUCCESS

Setting up a downtown program with sustainable funding and a leadership development stream is the foundation to downtown's success. Chuck Halsall and Sherry Adams crisscross the state of North Carolina helping Main Street and Small-Town Main Street programs create sustainable foundations before they even begin implementing their downtown plans of work. This session is designed to help start-up organizations as well as long-time, but possibly floundering, organizations consider their foundations for downtown success.

SPEAKER(S):

- **Sherry Adams**, Coordinator, Downtown Programming & Technical Assistance, NC Main Street & Rural Planning Center
- **Chuck Halsall**, Coordinator, Downtown Programming & Technical Assistance, NC Main Street & Rural Planning Center

11:15-1:15

Time with Exhibitors | Lunch on Your Own

1:15-2:30

Breakout Sessions – Select ONE

1 - SAVING THE TAYLOR – A COMMUNITY-INITIATED PROJECT

Theaters serve as community gathering spots, important family activity centers, and anchors for our downtown districts. In small communities especially, saving a theater is a community initiative. This session will share how Edenton cultivated community to save its Taylor Theatre. Attendees will learn best practices for identifying partners and engaging the community through social media and relationship building to attract community investment.

SPEAKER(S):

- **Jennifer Harriss**, Executive Director, Destination Downtown Edenton Inc.
- **Samuel Dixon**, Attorney, Dixon & Thompson at Law, National Main Street Center Board of Directors, Edenton Town Council

2 - LESSONS LEARNED IN BUSINESS RECRUITMENT

Business recruitment, often thought to be one of the most challenging areas in which to achieve success in downtown districts, is like everything else – a process. This session will outline the steps to develop a plan for business recruitment and conduct a deep dive for a few key buildings to leverage big results. You are guaranteed to go home with the knowledge to recruit your next downtown business!

SPEAKER(S):

- **Hilary Greenberg**, Principal, Greenburg Development Services
- **Stephanie Rzonca**, Business Development Coordinator, Rutherford County Economic Development
- **Jeff Emory**, Community Economic Development Planner, NC Main Street & Rural Planning Center

DAY 1 – AGENDA

Continued



**NORTH CAROLINA
MAIN STREET**

3 - CREATIVE ALLEY CONNECTIONS

Think about it – an alley is a cut-through from a main road to the rear of buildings or parking, but does it have to be boring, scary, and dark? NO! This session will explore how Main Street programs around the state have incorporated paving materials, plantings, water, lighting, and art to build creative alley connections that are places that you want to walk through or even hang out in for a while.

SPEAKER(S):

- **Jenny Boulware**, Main Street South Carolina Manager, Municipal Association of South Carolina
- **Missy Matthews**, Market Square/ Main Street Manager, City of Reidsville
- **Lisa Rueh**, Executive Director, Downtown Morehead City
- **Abby Nelson**, Community Events Coordinator, City of Morganton

4 - BASIC TO BIZARRE: EVENTS THAT GET YOU NOTICED

Does your community have the "World's Largest Ball of String" or a quirky history or tradition? Let's talk about how to create an event that is authentic to your community and kicks even hum-drum annual events up a notch! Join in this conversation about the partnerships, resources, and collaborations that will increase foot traffic, create a media buzz, and, ultimately boost downtown investment.

SPEAKER(S):

- **Freddie Killough**, Executive Director, Marion Business Association
- **Susan Kellum**, Marketing & Communications Coordinator, City of Wilson, Wilson Downtown Development

5 - SOCIAL MEDIA: LEAD BY EXAMPLE

Main Street program volunteers and staff have an incredibly difficult task of managing a non-profit, recruiting volunteers, navigating local politics, maintaining the peace among merchants, promoting events, and more. Social media can be your friend and your foe. Understanding some basic philosophies and practicing some simple techniques can drastically improve your engagement, both on social media and in your daily affairs. Prepare to be challenged and to receive practical tips to lead by example.

SPEAKER:

- **BJ Murphy**, CEO & Publisher, Magic Mile Media and NeuseNews.com

2:30-2:45

Break with Exhibitors

2:45-3:15

Opening Remarks - CELEBRATING MILESTONE YEARS

3:15-4:00



Keynote

BEHIND THE SCENES IMPACT OF THE NC MAIN STREET PROGRAM

2020 marks the 40th Anniversary of the NC Main Street program. The state's designated Main Street and Small Town Main Street communities have experienced \$3 billion in investments and a net gain of more than 27,000 jobs, but what are the economic, social, and physical impacts of these investments? Donovan Rypkema, principal with PlaceEconomics, spent six months conducting an analysis "behind the statistical data" and will report his findings. With its analysis of jobs and businesses as well as property and buildings, this session will provide attendees with a thorough understanding of the economic role that downtowns play in North Carolina's economy.

SPEAKER:

- **Donovan Rypkema**, Principal of PlaceEconomics, & President, Heritage Strategies International

DAY 1 – AGENDA

Continued



4:00-4:15

Break with Exhibitors

4:15-5:00

Plenary Session

THE FAB 40

As Main Street celebrates forty years of incredible success, it is only fitting to celebrate fabulous Main Street projects that have been implemented around the state over the last forty years. These transformational projects have not only created investment, jobs, and business development, but they also changed mindsets and spurred community pride. NC Main Street Directors Rodney Swink and Liz Parham will take attendees on a tour of North Carolina and show them the impacts that Main Street has had on the state.

SPEAKER(S):

- **Liz Parham**, Director, NC Main Street & Rural Planning Center
- **Rodney Swink**, Senior Associate, FASLA, PLA, PlaceEconomics

5:00-5:45

Plenary Session

PRESERVATION JUSTICE, ECONOMIC JUSTICE, AND ENVIRONMENTAL JUSTICE: THE NEXUS

Many of our downtown communities struggle to revitalize through no fault of the communities, because these communities are subjected to redlining and lack of investment: economic injustice, environmental issues including climate change: environmental injustice, and lack of care for our precious historic properties by absentee landlords and recalcitrant municipal leadership: preservation injustice. The work of Irvin Henderson of Henderson & Company and Historic District Developers has touched all three, sometimes in the same community. He will discuss failure and success for these special needs.

SPEAKER:

- **Irvin M. Henderson**, Principal, Henderson & Company, National Main Street Center Board of Directors

5:45-7:15

Welcome Reception with Exhibitors

Free - Must Sign Up - Your ticket will be in the back of your name badge

7:15

Dinner on Your Own

You are encouraged to make reservations at one of the **downtown restaurants!**

"If we want to attract capital and investment to our communities, we must differentiate it from anywhere else. It is our built environment in general, and our historic buildings, that express our diversity, our identity, our individuality, and our differentiation."

Donovan Rypkema: PlaceEconomics

DAY 2 – AGENDA

MARCH 11 – WEDNESDAY

NEW BERN RIVERFRONT CONVENTION CENTER
203 South Front Street | New Bern | NC | 28560



7:45 – 5:00

Registration

7:45 – 8:45

Break with Exhibitors

8:45-9:15

Welcome

9:15-10:00



Keynote

SMALL-SCALE MANUFACTURING & MAIN STREET: THE SECRET SAUCE

Too many places are stuck with a set of economic development strategies left over from the 1980s. People and places are being left behind — but it doesn't have to be that way. Join this conversation to learn about how we can flip the model on economic development and do it a better way. An approach that invests in people and places. An approach that focuses on actions today and not just long-term plans. This talk will discuss the secret sauce to build a strong and resilient economy through concrete steps that include entrepreneurship, why (and how) to focus on small-scale manufacturing businesses as a catalyst, and how new real estate models for main street can be essential to success. You have more assets at your fingertips than you think. Small-scale manufacturing businesses are hidden gems in your community. They are a key ingredient for your main street - one you can mix in immediately!

SPEAKER:

- **Ilana Preuss**, Founder, Recast City LLC

10:00-10:30

Break with Exhibitors

10:30-11:45

Breakout Sessions - Select ONE

6 - USING THE DATA TO GROW YOUR INVESTMENTS

You have the Main Street economic impact data, now what do you do with it? This session is intended for Main Street directors and their staff that serve as "feet on the ground" to encourage downtown property and business owners, developers, and citizens to invest in downtown. Learn how to package the information from the economic impact study, paired with your community's property inventory and available properties listing, to conduct targeted development deals in downtown.

SPEAKER:

- **Donovan Rypkema**, Principal of PlaceEconomics, & President, Heritage Strategies International

DAY 2 – AGENDA

Continued



7 - FILL YOUR PLATE & FEED YOUR BUSINESS

Just like your body needs the right combination of foods to keep it going, your marketing plan needs the right combination of tools to fuel traffic to your business or town. Find out how to create a perfectly balanced marketing plan that will have customers and visitors knocking at your door. The speakers will discuss branding, website design, social media marketing, advertising, public relations, and collateral, plus teach you how they work together to ensure success on a limited budget. Learn tricks of the trade and take away ideas you can easily implement tomorrow.

SPEAKER:

- **Leniece Lane**, Owner, Small Town Soul

8 - GIGS, PIGS, AND THINGAMAJIGS: IS ART ECONOMIC DEVELOPMENT?

So, you want to do some public art? Public art has popped up in Main Street cities and towns across North Carolina. Attendees will get an overview of how authentic public displays are creating both increased revenue opportunities by attracting foot traffic to downtowns and positive quantifiable economic data directly related to the art installations. Both state and local representatives will share challenges and lessons learned regarding public art.

SPEAKER(S):

- **Kimberly Van Dyk**, Planning & Community Revitalization Director, City of Wilson
- **Rebekah McGee**, Executive Director, Uptown Lexington Inc.
- **Lew Holloway**, Economic Development Director, Historic Downtown Hendersonville
- **Charles Halsall**, Coordinator, Downtown Programming and Technical Assistance, NC Main Street & Rural Planning Center "

9 - CREATING GREAT STREETS

Have you ever visited a community, walked down its main street and wondered, "How did it get such a great street?" The guiding principles of great streets create a sense of place that is unique to the community, and a place where you want to live, work, and hang out. This session will explore tips that you can take home to ignite your streets and attract people to downtown.

SPEAKER:

- **Dan Lambert**, PLA, ASLA, Senior Landscape Architect, McAdams

10 - MARKETING MAIN STREET

Main Street communities are often marketed by statewide publications, websites, and social media as some of the best towns to visit. But what if the State and local communities marketed their distinction as designated North Carolina Main Street communities? This session will explore a new initiative – the Main to Main Trail, new partnership efforts with existing trails, and a more robust effort in North Carolina to market the Main Street brand.

SPEAKER:

- **Liz Parham**, Director, NC Main Street & Rural Planning Center
- **Sherry Adams**, Coordinator, Downtown Programming & Technical Assistance, NC Main Street & Rural Planning Center
- **Laura Gaylord**, Main Street and Community Manager, Town of Elkin

11:45-1:45

Time with Exhibitors | Lunch on Your Own

DAY 2 – AGENDA

Continued



1:45-3:00

Breakout Sessions – Select ONE

11 – FOOD, GLORIOUS FOOD ANCHORS

Food sustains us in many ways. Learn how food can serve as an anchor and help sustain your downtown district. From food incubators, production, farm to table, and dining districts, see how other communities have tapped into the economic benefits of local foods. Can food be your economic development strategy?

SPEAKER(S):

- **Monica Miller**, President, M. Miller Development Services
- **Becky Bowen**, Program Manager, Cultivate NC, NC State Extension

12 – MAKE DOWNTOWN A DESTINATION THROUGH STORYTELLING

Branding is perception and perception is reality. The strength of your Downtown's image is a direct result of how effectively you tell your Main Street District's story. In this session, marketing and branding expert, David Joyner, will share the why and how to effectively reinvent the perception of your Main Street District. The audience will learn best practices on how to orchestrate and execute effective marketing strategies and tactics to better tell the story of Main Street's momentum in a way that resonates with your desired audience.

SPEAKER:

- **David Joyner**, President, Joyner Media & Strategies Inc.

13 – CREATING VIBRANT DOWNTOWN DISTRICTS WITH WAYFINDING, IDENTITY, AND BRANDING

Wayfinding is designed to help you find your way to your destination. We have all been in communities that have confusing signage, mixed messaging, and inconsistent branding. This session will explore the essentials of planning a wayfinding sign program and how the process can lead to better civic brands and memorable destinations. Come find your way around downtown!

SPEAKER:

- **Buzz Bizzell**, President & Creative Director, Bizzell Designs Inc.

14 – CULTIVATING A CHAMPION DEVELOPER

Downtown redevelopment is a bit different than building from the ground up. Main Street directors and local developers have become knowledgeable about historic building materials and incentives, including grants, loans, and historic tax credits. One Main Street town has developed a mentorship program so that developers can share their knowledge and expertise to benefit downtown. Attendees will learn how to grow developers within the community from the ground up.

SPEAKER(S):

- **Lizzie Morrison**, Main Street Coordinator, Mount Airy Downtown, Inc.
- **Gene Rees**, President, F. Rees Company

15 – BOARD DEVELOPMENT – MAKE IT FUN AND THEY WILL COME

Are you and your program suffering from BOARDom? Strengthen and grow your board and volunteer base with a few best practices! The presenters will share the good, the bad, and the sometimes-ugly truths about boards that get bored. Learn some of the best practices they have put into play to elevate their board members through the expectations placed on them and the goals they set. Also, learn ways to increase your volunteer base and further engage your community in your Main Street objectives.

SPEAKER(S)

- **Julie Metz**, Assistant Director of Business and Membership Development, NC League of Municipalities
- **Kaylynn Horn**, Economic Development Main Street Director, City of Lenoir

DAY 2 – AGENDA

Continued



3:00-3:30

Break with Exhibitors

3:30-4:45

New Bern Tours – Select ONE

- Due to the popularity of our tours, we are offering the tours TWICE in 2020
- Six tours on Day 2 and five tours on Day 3

T1 - AFTER THE STORM

Despite challenges, many of Downtown New Bern's property owners seized the opportunity to update and reinvent their buildings 'after the storm'. Tour three sites where design and utility were re-imagined post-Hurricane Florence.

T2 - UPSTAIRS DOWNTOWN

Take a peek at several innovative downtown residential spaces. Spaces include current construction that is transforming unused former offices into second floor rental apartments as well as fully renovated apartments/condos that include some of the most beautiful residences in New Bern. Inspiration is just a staircase away.

T3 - SIGHTS, SOUNDS, AND SHOWS

Art, theatre and music is part of what makes Downtown New Bern a destination for both visitors and locals. Visit a theatre and gallery with the Executive Directors that steer New Bern's arts scene and get a better understanding of the programming that's coordinated to make New Bern a cultural destination.

T4 - DOWNTOWN PARKS – FROM POCKET TO GREEN

Parks and Recreation Director, Foster Hughes, will take you on a guided walk through New Bern's existing downtown pocket parks and its signature downtown green space, Union Point Park. He'll discuss the history of these parks, their current use, and will give an overview of future transformative parks projects.

T5 - IMAGINATION SPACES

How do you take difficult architecture and imagine it into creatively functional business spaces? Take a look at how two downtown buildings were recently rehabbed into a trendy restaurant and retail space, and how an abandoned dry-cleaning shop in the Five Points neighborhood was resurrected into a cool community coffee shop.

T6 - NEW BERN AFTER HOURS

Does your downtown shut down at 5:00 pm? Learn about Downtown New Bern's transition to an active nightlife and get inspired by visiting some of the after-hours activities available which include hatchet throwing, an escape room, pubs, restaurants, and outdoor music venues.

***You know that small-scale manufacturing plays a role in the solution,
but you just don't know how. You can't just keep
doing the same old thing - you must try something different.***

Ilana Preuss: Recast City



MARCH 11, 2020
5:00 – UNTIL

NC Main Street Awards: Reception & Ceremony

5:00-5:30

Cocktails

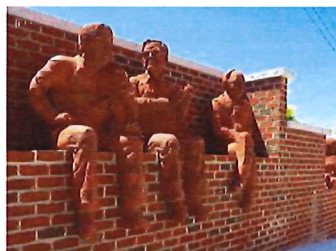
5:30-7:00

Awards Reception

7:00

Awards Ceremony

NEW BERN RIVERFRONT CONVENTION CENTER
203 South Front Street | New Bern | NC | 28560



Check Out Previous
NC Main Street Award Winners

DAY 3 – AGENDA

MARCH 12 - THURSDAY

NEW BERN RIVERFRONT CONVENTION CENTER

203 South Front Street | New Bern | NC | 28560



**NORTH CAROLINA
MAIN STREET**

8:45 (Coffee at 9:15 | Champion Ceremony begins at 10:00)

Champions and Guests of Champions Check-In

8:00-9:15

New Bern Tours - Select ONE

- Due to the popularity of our tours, we are offering the tours TWICE in 2020
- Six tours on Day 2 and five tours on Day 3

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MARCH 12, 2020
9:15 – NOON

NC Main Street Champions: Coffee & Ceremony

9:15-10:00

Coffee with The Champions

10:00-11:45

NC Main Street Champion Ceremony

Tickets must be secured in advance
Your ticket will be in the back of your name badge

11:45-12:00

Closing

NEW BERN RIVERFRONT CONVENTION CENTER
203 South Front Street | New Bern | NC | 28560

Registration Instructions

TO REGISTER:

- [Complete instructions](#)
- If you are paying to register additional people, you will have the ability to register multiple attendees in one transaction, if using the same credit card.

AWARDS RECEPTION IS EXTRA

- The complimentary registration(s) DO NOT include the Awards Reception/Program (\$45 per person)
- If you want to attend the Awards Reception, indicate that during the registration process.

NEED HELP?

- Contact Sharon Tripp – Registration Coordinator
- (919) 280-4018
- info@ncmainstreetconference.com